

Jacob Alonzo

Information Architect & User Experience Designer -
Piscataway, NJ, United States

W: <http://www.worky.com/jacobalonzo>

Wire Framing
Site Mapping
User Task Flow Analysis
Interactive Prototyping
User Testing
Card Sorting
Use Case Development
Visual Designing
Content Analysis
Content Strategy
Social Media Analysis

Jacob Alonzo's Professional Experience

2009 - Present

Usability NJ - Lead Information Architect

Primary resource for maintaining the specifications of the User Experience (UX) and the Information Architecture (IA) of the UsabilityNJ Website.

- Collect feedback from clients on Initial and Launch website experiences.
- Collaborates with lead Platform Architect, lead Visual Designer & lead Web Content Manager
- Supports other information architects
- Competitive analysis of UsabilityNJ.org and Philly Chi Website Information Architecture
- Link and display strategy for traversing between UsabilityNJ website and UsabilityNJ Yahoo! Group web presences
- Produce initial launch Theme and Template for initial launch

Key Skills

Architect, architects, architecture, designer, strategy

2008 - Present

jaalz.com - Freelance

Available for freelance:

User Experience
Information Architecture
Usability
Interaction Design
Social Media Analysis

Key Skills

architecture

2010 - 2010

Transition Drupal - Information Architect

Manage the information architecture team
Develop taxonomies
Create site maps
Research and develop user profiles and personas
Contribute to website requirements and documentation
Produce User Task Flows
Design annotated wireframes
Develop functional design specifications

Key Skills

architecture

2009 - 2010

Professional Service Group of Central New Jersey - Training Facilitator

2009 - 2009 **US Census Bureau - Enumerator**

2008 - 2009 **PSG - NB - Team Leader: Requirements, Design & Documentation**

2008 - 2008 **Kent State University - Usability Researcher**

User Experience
Information Architecture
Usability Testing

Key Skills architecture

2007 - 2007 **Partnership For a Drug-Free America - Information Architect**

Information Architecture
User Experience
Visual & Interaction Design

Key Skills architecture

2000 - 2004 **Verizon - Consultant**

Sales of Residential Telephone Communications

1996 - 2000 **Bell Atlantic - Consultant**

1994 - 1996 **IEEE - Member Services Associate**

Jacob Alonzo's Education and Qualifications

2011 **Bachelor/Degree - MS, Information Architecture**
Kent State University

Bachelor/Degree - BA, American Studies
Rutgers, The State University of New Jersey-New Brunswick

Jacob Alonzo's Additional Information

Links

Company Website - <http://jaalz.com>

Google Plus - <https://plus.google.com/100297472352630681335/posts>

Personal Website - <http://pronetworking.wordpress.com/>

Linkedin Profile - <http://www.linkedin.com/in/jacobalonzo>

Interests

conversation, networking, geocaching, traveling, cooking, music, movies, television, mobile applications, Internet, swimming, fitness, football, rugby, gardening, horticulture, languages, forensics, debate, associations, volunteering

Memberships

Information Architecture Institute, IXDA, Usability NJ, Rutgers University Alumni Association

Awards

Rutgers Excellence In Alumni Leadership Awards - 2010 Rutgers Spirit Award
